From: Jason Matson
To: Julie Johnson; Steven Kleim; Jeremy D. Blakemore; Aaron Kennedy
Subject: Re: quick question and great to see you!
Date: Friday, October 5, 2018 2:21:56 AM

Thank you Julie. I'll will communicate with Lt. Blakemore and Aaron Kennedy to see if this information suffices or an in person review and discussion with Gina might be better.

-------- Original message --------
From: Julie Johnson <jjohnson@bakersfieldspca.org>
Date: 10/5/18 9:15 AM (GMT-08:00)
To: Jason Matson <jmatson@bakersfieldpd.us>, Steven Kleim <skleim@bakersfieldcity.us>
Subject: RE: quick question and great to see you!

Here is a quick link to them itself—but here is Gina's info too
Hi Julie!

Finding Rover is a facial recognition platform available on an app or a desk top that has the potential to exponentially make life a bit easier for those of us in the sheltering world. There are hundreds of shelters in the United States on the platform, but it can only be hugely successful if all shelters were using it, along with all pet owners.

Here are a few links including, the website, our website and Facebook pages to illustrate the new widgets that are now available.

Website:
findingrover.com

Widgets for Shelters:

The new Facebook Widget allows pet owners to search for their lost pet in a shelter from the shelter's main Facebook page. Our shelter here in Sacramento has already begun using the Facebook Widget. Just click this link and look on the left side of the page "Search for your Lost Pet" - it is super easy and again, it is a free service.

https://www.facebook.com/FrontStreetAnimalShelter/

The new website Widget allows the for the same functionality. The widget will auto size to fit in a shelters lost and found page.

http://www.cityofsacramento.org/Community-Development/Animal-Care/Lost-and-Found

Another new feature recently added allows someone searching for a pet to upload a photo of a pet they would like to adopt. Lots of shelters are removing breed labeling, so using services like Adopt a Pet are becoming less helpful. Finding Rover allows someone hoping to adopt to see pets in a service area that are available for adoption that look like the pet they hope to bring home. We are certain

this will help increase adoptions for us.

It is free and easy, with no additional work for staff, only a resource to make things better for pet owners, shelters, and pets. We are also encouraging our Rescue partners to sign up as well, since it is a solid adoption platform.

Not sure what software you use, but they can get it launched very quickly, does not require an integration and it actually works! It is pretty cool technology and we find that once we explain it to people, they love it. We also encourage everyone who is searching for a missing pet to immediately register that pet and report it as missing so the system can start scanning. We have had some successful reunions, which as you know, is always wonderful. We have had no problems with the system whatsoever. I think the big thing is making sure all of your staff and volunteers understand it and can explain it to people. The more pets that we get registered, the better we will all do!

Also, once explained to customers, especially the millennials, they love it! Kind of cool and hip.

Let me know if you have any specific questions, I am happy to help.

Gina

Gina Knepp
Manager-Front Street Animal Shelter
2127 Front Street
Sacramento, CA 95818
Office: 916-808-8333 / Cell: 916-230-4533
Find us on Facebook!
E-mail correspondence with the City of Sacramento (and attachments, if any) may be subject to the California Public Records Act, and as such may therefore be subject to public disclosure unless otherwise exempt under the Act.

Julie Johnson
Executive Director
Bakersfield SPCA
3000 Gibson Street
Bakersfield, CA 93308
661-323-8353, ext. 12
661-323-0949 fax
jjohnson@bakersfieldspca.org
www.bakersfieldspca.org Main Website

City of Bakersfield Animal Care Center
201 South Mt. Vernon Avenue
Bakersfield, CA 93307
661-832-7387, ext. 205
661-852-2181

jjohnson@bakersfieldspca.org
www.bakersfieldacc.us

From: Jason Matson [mailto:jmatson@bakersfieldpd.us]
Sent: Friday, October 05, 2018 8:30 AM
To: Julie Johnson; Steven Kleim
Subject: Re: quick question and great to see you!

Thank you Julie. Would it be possible to set up a meeting with Gina. We can make a trip to Sacramento to better understand her system and how it might be applicable here.

-------- Original message --------
From: Julie Johnson <jjohnson@bakersfieldspca.org>
Date: 10/5/18 7:57 AM (GMT-08:00)
To: Steven Kleim <skleim@bakersfieldcity.us>, Jason Matson <jmatson@bakersfieldpd.us>
Subject: FW: quick question and great to see you!

Fyi—see below. Gina is with the City of Sacramento.

Julie Johnson
Executive Director
Bakersfield SPCA
3000 Gibson Street
Bakersfield, CA 93308
661-323-8353, ext. 12
661-323-0949 fax
jjohnson@bakersfieldspca.org
www.bakersfieldspca.org Main Website

City of Bakersfield Animal Care Center
201 South Mt. Vernon Avenue
Bakersfield, CA 93307
661-832-7387, ext. 205
661-852-2181
jjohnson@bakersfieldspca.org
www.bakersfieldacc.us

From: Gina Knepp [mailto:geKnepp@cityofsacramento.org]
Sent: Friday, October 05, 2018 7:52 AM
To: Julie Johnson
Subject: RE: quick question and great to see you!

I can help you write your own postmaster job. I have an email from Endel telling me that there is

nothing wrong with that. We own our data and we pay heavily for it. It infuriates me that our software vendor is more about money versus helping animals get back home or into new homes. I have been with Finding Rover for years and no one has died yet.
Gina

From: Julie Johnson <jjohnson@bakersfieldspca.org>
Sent: Friday, October 05, 2018 7:49 AM
To: Gina Knepp <geKnepp@cityofsacramento.org>
Subject: RE: quick question and great to see you!

This is what we got from Endel:

From: Endel Jurman <endel@chameleonbeach.com>
Sent: Thursday, August 30, 2018 11:17 AM
To: Steven Kleim <skleim@bakersfieldcity.us>
Cc: Debbie Guyotte <debbie@chameleonbeach.com>
Subject: REQUEST:127799#TASK:135937#SEQ:1#, TITLE: Subject: FW: City of Bakersfield Animal Care Center is ON BOARD!!!

Hi Steven,

Due to our recent acquisition by Pethealth, we're taking a look at unlicensed 3rd party relationships such as Finding Rover. While we're doing that we're putting any work on their jobs on hold.

As soon as we get some clarity on this we'll let everybody know.

Endel
about.me/endel.jurman

Julie Johnson
Executive Director
Bakersfield SPCA
3000 Gibson Street
Bakersfield, CA 93308
661-323-8353, ext. 12
661-323-0949 fax
jjohnson@bakersfieldspca.org
www.bakersfieldspca.org Main Website

City of Bakersfield Animal Care Center
201 South Mt. Vernon Avenue

Bakersfield, CA 93307
661-832-7387, ext. 205
661-852-2181
jjohnson@bakersfieldspca.org
www.bakersfieldacc.us

From: Gina Knepp [mailto:geKnepp@cityofsacramento.org]
Sent: Thursday, October 04, 2018 3:33 PM
To: Julie Johnson
Subject: RE: quick question and great to see you!

Hi Julie!

Finding Rover is a facial recognition platform available on an app or a desk top that has the potential to exponentially make life a bit easier for those of us in the sheltering world. There are hundreds of shelters in the United States on the platform, but it can only be hugely successful if all shelters were using it, along with all pet owners.

Here are a few links including, the website, our website and Facebook pages to illustrate the new widgets that are now available.

Website:
findingrover.com

Widgets for Shelters:

The new Facebook Widget allows pet owners to search for their lost pet in a shelter from the shelter's main Facebook page. Our shelter here in Sacramento has already begun using the Facebook Widget. Just click this link and look on the left side of the page "Search for your Lost Pet" - it is super easy and again, it is a free service.

https://www.facebook.com/FrontStreetAnimalShelter/

The new website Widget allows the for the same functionality. The widget will auto size to fit in a shelters lost and found page.

http://www.cityofsacramento.org/Community-Development/Animal-Care/Lost-and-Found

Another new feature recently added allows someone searching for a pet to upload a photo of a pet they would like to adopt. Lots of shelters are removing breed labeling, so using services like Adopt a Pet are becoming less helpful. Finding Rover allows someone hoping to adopt to see pets in a service area that are available for adoption that look like the pet they hope to bring home. We are certain this will help increase adoptions for us.

It is free and easy, with no additional work for staff, only a resource to make things better for pet owners, shelters, and pets. We are also encouraging our Rescue partners to sign up as well, since it is a solid adoption platform.

Not sure what software you use, but they can get it launched very quickly, does not require an integration and it actually works! It is pretty cool technology and we find that once we explain it to people, they love it. We also encourage everyone who is searching for a missing pet to immediately register that pet and report it as missing so the system can start scanning. We have had some successful reunions, which as you know, is always wonderful. We have had no problems with the system whatsoever. I think the big thing is making sure all of your staff and volunteers understand it and can explain it to people. The more pets that we get registered, the better we will all do!

Also, once explained to customers, especially the millennials, they love it! Kind of cool and hip.

Let me know if you have any specific questions, I am happy to help.

Gina

Gina Knepp
Manager-Front Street Animal Shelter
2127 Front Street
Sacramento, CA 95818
Office: 916-808-8333 / Cell: 916-230-4533
Find us on Facebook!
E-mail correspondence with the City of Sacramento (and attachments, if any) may be subject to the California Public Records Act, and as such may therefore be subject to public disclosure unless otherwise exempt under the Act.